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SR-98-99-(1) 60 (SCWC)

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Recommended Citation

Marshall University, "SR-98-99-(1) 60 (SCWC)" (1998). *Recommendations*. 695.
http://mds.marshall.edu/fs_recommendations/695

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**STUDENT CONDUCT & WELFARE COMMITTEE
RECOMMENDATION**

SR-98-99-(1) 60 (SCWC)

Recommends that the current Student Handbook policy of pages 115-116 concerning *Alcohol/Beer/Marketing* be amended to include *Alcohol/Beer/Tobacco/Marketing*.
(The amended copy in full is attached.)

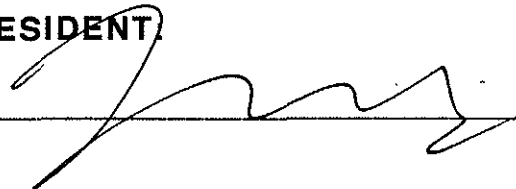
RATIONALE: Since tobacco has also been proven to be an abusive substance, and no tobacco products are sold on campus, it is therefore fitting that tobacco products be included in the marketing policies of other such substances, namely beer and alcohol. There is currently no mention of the marketing of tobacco products on campus. This amendment will include tobacco products.

FACULTY SENATE PRESIDENT:

APPROVED BY
SENATE:  DATE: 9-25-98

DISAPPROVED
BY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:  DATE: 10.1.98

DISAPPROVED: _____ DATE: _____

COMMENTS:

STUDENT CONDUCT AND WELFARE COMMITTEE

Proposed Amendment to University Policy

The following is a proposed amendment to University Policies in the Student handbook (pp. 115-116, 1997-1998 Handbook) to the *Alcohol/Beer/Marketing Policy* to also include Tobacco Products. The section is below. Amendments are in **BOLD ITALICS**. Words being eliminated will be indicated by *(parentheses and italics)*.

ALCOHOL/BEER/**TOBACCO**/MARKETING

Alcohol/beer beverage *and tobacco* marketing programs specifically targeted for students and/or held on campus should conform to the Student Code of Conduct of Marshall University, and should avoid demeaning sexual or discriminatory portrayal of individuals.

Promotion of beverage alcohol/beer should not encourage any form of alcohol abuse, nor should it place emphasis on quantity and frequency of use.

Beverage alcohol, *(or)* beer (such as kegs or cases of beer), *or tobacco products* should not be provided as free prizes to individual students or campus organizations.

No uncontrolled sampling as part of campus marketing programs should be permitted, and no sampling or other promotional activities should include "drinking contests."

Where controlled sampling is allowed by law and the institutional policy, it should be limited to time and quantity. Principles of good hosting should be observed, including availability of alternative beverages, food, and planned programs. The consumption of beer, wine, *(or)* distilled spirits, or *tobacco products*, should not be the sole purpose of any promotional activity.

Promotional activities should not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.

Display of availability of promotional materials should be determined in consultation with appropriate institutional officials.

Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of products represented.

Beverage alcohol/beer marketers should support campus alcohol education programs that en-

22 courage informed and responsible decisions about the use or non-use of beer, wine, or distilled spirits.

23 *(If permitted,)* Beverage alcohol/beer or **tobacco** advertising on campus or in institutional me-
24 dia, including that which promotes events as well as product advertising, should not portray drinking *or*
25 **smoking** as a solution to personal or academic problems of students or *either* necessary *or an enhance-*
26 **ment** to social or academic success.

27 Advertising and other promotional campus activities should not associate alcohol/beer beverage
28 with the performance of tasks that required skilled reactions such as the operation of motor vehicles or
29 machinery. *Any advertising regarding tobacco usage should include the standard warning of the*
30 **Surgeon General.**

31 Local off-campus promotional activities, primarily directed to students, should be developed in
32 consultation with appropriate institutional officials.

33 Endorsed by: the National Association of Students Personnel Administrators (NASPA), and the
34 Association of College/University Housing Offices-I (ACHUO-I).